THE IVY NETWORK

POLL RESULTS - WBRU

The following are the results of the 1957 Brown Listenership Poll for the Ivy Network:

7-8 PM	WBRU's share of the radio audience...	81 per cent
9-10 PM	WBRU's share of the radio audience...	79 per cent
11-12 PM	WBRU's share of the radio audience...	85 per cent
	WBRU's average evening listenership..	83 per cent

Twenty-six (26) per cent of the students contacted were found to be listening to their radios.

In addition, the Brown Dining Hall snack bar which is open from 7-12 PM nightly, has a radio which is tuned to the WBRU frequency. A poll was taken there between the hours of 9 and 12 PM, and it was found that an average of 7.8 per cent of the campus listened at this time in the snack bar.

The total enrollment is 2,495.

This does not include Pembroke students.

A ten per cent (10%) sampling of the student body was contacted.